

## ABSTRACT OF THE DISCLOSURE

The invention relates to protected alcohol with formula  $(R^1 - O)^m PG$ , wherein  $R^1$  represents a linear, straight-chain alkyl group having 26-30 C-atoms,  $m$  is 1 or 2, and  $PG$ , forming an ether group in combination with the  $-O-$  of the former primary alcohol, represents a protecting group chosen from the group of substituted methyl, substituted ethyl, substituted benzyl and (substituted) silyl groups with at least one substituent on the Si-atom being not a methyl group, in case  $m = 1$ ; and a diol protecting group in case  $m = 2$ , with the proviso that  $PG$  is no saccharide. The invention further relates to process for the preparation of such protected alcohols via an organometallic cross coupling reaction.